



July 2005

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• **Legislative Update**

-It's been a quiet month for heritage area bills on the Hill.

-There are now **seven study bills introduced on six areas, and two have passed the House. Nineteen designation bills on twelve areas** have been introduced in Congress, and **three have passed the House.**

For list of legislation currently introduced in the 109th Congress, visit <http://www.cr.nps.gov/heritageareas/LEG/introbills109.pdf>

• **Update on the NPS Advisory Board Partnerships Committee**

-On June 8, at the **International Heritage Development Conference** in Nashville, TN, Brenda Barrett, National Coordinator for Heritage Areas and John Cosgrove, Executive Director of the ANHA and a NPS Advisory Board Partnerships Committee member presented the findings and recommendations of the Committee at a session titled "**Breaking News.**" There was general enthusiasm among participants about the recommendations and recognition of how the movement has matured and gained recognition in the past year. The Alliance of National Heritage Areas has been given the opportunity to provide significant input into developing implementation steps and an evaluation process. The Committee plans to develop more detailed recommendations and implementation steps in the coming year. An interim report on the Committee's work is expected to be published in Fall 2005.

• **This Month in the Heritage Areas**

-**Schuylkill River National Heritage Area and RiverPlace Development Corporation** have been awarded a \$50,000 Art & Community Landscapes Grant which will enable the design and installation of public art along the 128-mile Schuylkill River Water Trail in the area of RiverPlace in the urban heart of Berks County. RiverPlace is a nonprofit, community-based planning and development initiative that incorporates the City of Reading and six



adjacent municipalities. Led by the Berks-County based RiverPlace Development Corporation, its goal is to use the power of the river to unite communities and foster economic development.

Art & Community Landscapes is an artist-in-residency program created by the National Park Service, National Endowment for the Arts, and the New England Foundation for the Arts. It is intended to support public art that will become a catalyst for environmental awareness and stewardship in selected communities. “This award is a national honor for this region” said SRHA Executive Director Kurt D. Zwikl. “The project has significance on so many levels--locally, regionally, and nationally. This will be a great addition to the Schuylkill River Water Trail and the Heritage Area.” Ultimately the project will help communicate the nationally significant story of the Schuylkill River and its watershed within a local context, celebrating the area’s rich natural, cultural, and industrial heritage. In 2002, the Trail became the first river-based trail to be designated as a National Recreation Trail by the National Park Service. For more information on Art & Community Landscapes and the Water Trail, visit <http://www.americantrails.org/resources/art/schuylkillart.html>.

● News from the Alliance of National Heritage Areas

Report on the 2005 International Heritage Development Conference

-The IHDC, held June 5-8, 2005 in Nashville, TN, sponsored by the Alliance of National Heritage Areas and hosted by Tennessee Civil War National Heritage Area, was a fantastic success. Over 300 attendees from the National Park Service, national, state and local heritage areas, partner organizations and scholars doing research on heritage participated in sessions, field trips, and special events that highlighted current heritage conservation and preservation practice. The conference was attended by at least 30 NPS superintendents and regional and program staff, seven of whom were panelists in one of 21 conference sessions. Topics included heritage tourism, interpreting local heritage, partnership strategies, evaluation, and heritage area initiatives abroad. On Workshop Tuesday participants visited projects occurring in towns, agricultural areas, and civil war battlefields throughout the Tennessee Civil War NHA.



Historic Preservation John Nau addressed attendees at the Opening Plenary.

The Southeast region provided support through a NPS Challenge Cost Share Grant and staff from the Northeast region will compile conference proceedings, which will be available

on-line by the end of the summer. The next International Heritage Development Conference will be held in June 2007 in MotorCities National Heritage Area in Detroit. For more information, visit <http://www.ihdc2005.org>.

● Grants and Awards Opportunities

-**Tourism Cares for Tomorrow** is a nonprofit organization that benefits society by promoting the responsible use of the world's natural, cultural and historic treasures and supporting education and research to help secure the positive future of travel and tourism worldwide. As part of its mission, Tourism Cares for Tomorrow distributes grants to nonprofit organizations worldwide with one or more of the following goals: to protect, restore, and conserve sites of exceptional natural, cultural, or historic significance; to increase the traveling public's awareness of and involvement in conservation efforts; and/or to promote conservation education within local host communities and to the traveling public. Grants are awarded quarterly; the next deadlines are September 1 and December 1, 2005. Silos and Smokestacks National Heritage Area received a \$10,000 grant in February 2005 for its Living an Iowa Farm Experience (LIFE) Farm Tourism Program. Visit <http://www.tourismcaresfortomorrow.org/TourismCares/Programs/Grants.htm> for more information and application guidelines.

● Publications

-The **Center for Arts and Culture**, with funding from the Nathan Cummings Foundation and the Meyer Foundation, is hosting seminars examining cultural policy issues at the local and regional level. The series convenes leaders of small to mid-sized nonprofit and community-based organizations, policy centers, foundations, and local government agencies to explore concerns of key local significance.

"Cultural Policy at the Grassroots" documents the series and the discussion from the 2003 seminar sites in Nashville, Los Angeles, and New Orleans. Participants identified cultural policy issues that closely resemble those that motivate regions to become heritage areas: difficult economic times, changing demographics, and the need to pool local resources and to increase collaboration between non-profit and for-profit organizations. And the recommendations made to these regions: take collective action, establish non-traditional strategic partnerships and communicate the value of arts and culture to the public—in other words, act like heritage areas. The report also provides information on how to bring together the cultural sector to articulate policy needs and affect policy change. The report and additional information on the cultural policy seminar series are available on the Center's website at <http://www.culturalpolicy.org/issuepages/grassroots.cfm>.

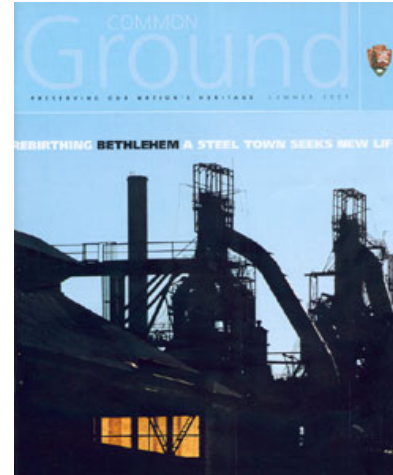


-**Americans for the Arts** is investing in research to better understand Business & Employment in the Arts. Their ***Creative Industries: Business & Employment in the Arts*** study utilizes a research-based approach to understanding the scope and importance of the arts to the nation's economy. While most economic impact studies of the arts have focused on the nonprofit sector, *Creative Industries* is the first national study that encompasses both the nonprofit and for-profit arts industry. For the purposes of this study, the creative industries

are composed of arts-centric businesses that range from museums, symphonies, and theaters to film, architecture, and advertising companies.

The source for the data is **Dun & Bradstreet** (D & B)—widely acknowledged as the most comprehensive and trusted source for business information in the United States. Of the 12.8 million active U.S. businesses tracked by D & B, more than **548,000 businesses** are involved in the production or distribution of the arts (4.3 percent of all businesses) and they **employ 2.99 million people** (2.2 percent of all employees). This research effort represents the first time a national study has used D & B data to study the arts. For more information, to download data on arts in major metropolitan cities, and to obtain customized reports, visit http://www.americansforthearts.org/services/research/ri_article.asp?id=1522

-The summer issue of ***Common Ground: Preserving Our Nation's Heritage*** looks at what the future may hold for **Bethlehem Steel Works** in Bethlehem, Pennsylvania. Editor David Andrews leads readers on an expedition through the hulking remnants of this icon of American industrial prowess and talks with those involved in its possible rebirth as museum and casino. Allen Sachse, executive director of the Delaware & Lehigh National Heritage Corridor led Andrews on the tour and is featured in the article. The issue will be available online shortly at <http://www.cr.nps.gov/commonground>.



-The National Park Service **National Center for Preservation Technology and Training** (NCPTT) has published its first catalog of products, including descriptions of many research projects it has funded over the past ten years. Titled **PTTProducts**, the catalog lists over 300 research publications and media products available through the center's publications department. To request a copy of the catalog, contact NCPTT or download a PDF version from the NCPTT website at <http://www.ncptt.nps.gov/default.aspx?m=167>

-Additional **National Heritage Areas Studies and Management Plans** have been added to the **National Park Service Park History** web site. This month's heritage area-related studies and reports include:

Ohio & Erie Canal Corridor Study: A Route to Prosperity (1993)
http://www.cr.nps.gov/history/online_books/ohio/canal.pdf

-Another place to view heritage area feasibility studies and management plans is the NPS heritage areas website, <http://www.cr.nps.gov/heritageareas/REP/heritage.htm>. If you are a national heritage area and would like to get your studies or plans uploaded to either website, please contact your editor at Suzanne_copping@contractor.nps.gov.

● Other News of Interest

-The National Trust for Historic Preservation has announced this year's **Eleven Most Endangered Historic Places**. Two on the list are in emerging or designated heritage areas. The presidential homes, African-American historic sites, Civil War battlefields, and scenic roads and rivers that make up the "Journey Through Hallowed Ground" Corridor along a 175-mile-long swath of Virginia, Maryland, and Pennsylvania are in danger of being swallowed up by sprawl from the DC metropolitan area. A tri-state public-private collaboration called The Journey Through Hallowed Ground initiative, is seeking conservation strategies that

include heritage tourism, designating Route 15 a national scenic byway, and national heritage area designation.

The Historic Buildings of Downtown Detroit are also listed. Detroit's urban core boasts a rich array of architectural treasures, reflecting its role as a major station on the Underground Railroad, an industrial powerhouse, the world-famous "Motor City," and the home of Motown, but many of these treasures are threatened by neglect and a lack of vision. There is an urgent need to market the opportunity these sites have to support a rehabilitated and vibrant downtown. For more information on the 2005 Eleven Most Endangered, visit <http://www.nationaltrust.org/11most/2005/index.html>.

-In related news, a five-alarm fire ravaged the **1906 Studebaker Piquette Avenue** plant in Detroit's Milwaukee Junction. It was fortunately brought under control before it could damage the nearby 1904 Ford Piquette Avenue Plant, where Henry Ford designed and manufactured the first Model T. A non-profit is raising funds to convert the Ford plant into a museum. MotorCities National Heritage Area. Executive Director Mark Pischea stated that the fire "was a devastating reminder of how important our automotive historic sites are to all Detroiters and to car buffs everywhere. The old EMF (Everitt-Metzger-Flanders) Studebaker plant was used primarily to manufacture, store and ship service parts. Milwaukee Junction was home to 60,000 workers every day. It was home to Ford, Cadillac, the Fisher Brothers and, of course, Studebaker. The EMF Studebaker plant would have played a big role in the redevelopment of the area and will leave a big gap in that piece of Detroit's storied automotive history." Videos of the Studebaker fire are posted on Detroit Channel 4 News at <http://www.clickondetroit.com/news/4634645/detail.html#>.



- **For more information on heritage areas, visit our [website](#).**

If you have heritage area news to share with the 600 readers who receive this e-bulletin, please feel free to send it to the editor.

Please forward this bulletin to others who may be interested, and encourage them to join our e-bulletin address list.

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- Reach the National Coordinator of Heritage Areas at Brenda_Barrett@nps.gov
- Past issues available at <http://www.cr.nps.gov/heritageareas/rep/bb.htm>
- To subscribe or unsubscribe, send an email to suzanne_copping@contractor.nps.gov